What the UMBC communications team does

Communications managers in the Office of Institutional Advancement promote the visibility of UMBC research, teaching, and achievements through a range of platforms.

- We write stories and news briefs for UMBC News and UMBC Magazine about:
  - Research—major grants and publications that are notable for their award size, impact, unique or innovative nature, collaborations involved, or other qualities
  - Teaching and learning—particularly pedagogical innovation and impact
  - Faculty and staff accomplishments—major honors and leadership roles, particularly at the national level
  - Students and alumni—their accomplishments and experiences, often focusing on student achievement, collaboration, mentorship, and a diversity of journeys

- We share news through UMBC’s social media accounts: Twitter, Facebook, Instagram, and LinkedIn.

- We pitch topics and experts to reporters, respond to media queries, and provide UMBC employees and students with training and support in working with media.

- We work with The Conversation to develop pitches and support faculty and Ph.D. students in writing explainer pieces for a general public that are rooted in research and expertise.

How to reach us

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How we can work together

When you are going to receive a new grant or publish new scholarship, please contact us ASAP.
The earlier you reach out, the better we are able to develop a plan to cover your news. We will work directly with you on timing all announcements and will not share news until it is ready to go public.

Think about which audiences you might want to learn about your news.
Our team shares stories with the general public, as well as more specific audiences, such as the UMBC community (including alumni), prospective students and their families, policy makers, and community partners. It is always helpful to know if there is a specific audience that would be most interested in your news.

Please let us know why your news would be of particular interest to our audiences.
We are unfortunately not able to cover all UMBC news. Please let us know why you think your news is a good fit for coverage, such as if it’s a particularly large grant, unique achievement, involves interesting partnerships, is in a leading publication, or will have a notable impact that meets UMBC’s strategic goals and priorities. If we aren’t able to pursue it with you, we can help you brainstorm on other promotion possibilities, such as sharing the news through social media, department or center websites, or other platforms.

Partner with us to highlight your students.
Are your students doing interesting research, developing community partnerships, or participating in exciting competitions or other opportunities? Our community particularly loves hearing about student achievements and experiences. Whether you mentor a student who has overcome challenges or you advise an intellectual sport that is doing well in competition, please let us know.

Share your expertise.
As a public research university, UMBC is committed to providing a public good, and that includes sharing faculty expertise. Please reach out to us if there’s a topic you’d like to explore writing about in The Conversation or another outlet. We can discuss the possibilities together, help you develop an idea to pitch to an editor, and guide you through the process to whatever degree you would find helpful.

What is The Conversation?
The Conversation is an independent, non-profit news organization that publishes informative short articles for the general public, written by academic experts and edited by a team of journalists. The articles are not opinion pieces, but rather are on topics related to the author’s research. Since The Conversation launched in 2011, UMBC academics have written more than 200 articles that have received around 10 million reads.